



A grassroots social enterprise model with an idealistic mission: to tackle malnutrition and contribute to reforestation while creating equitable livelihood opportunities in rural Burkina Faso.



More Trees Healthy People Improved Economies



The Challenge:

Malnutrition is largely a rural phenomenon that affects mostly children and pregnant/nursing mothers. It accounts for 35% of Burkina Faso's extremely high child mortality rate. (3rd highest in the world!)

Current solutions...

- Synthetic Supplementation and Food-Fortification
 - Breastfeeding Promotion
 - Iodized Salt Promotion
- Controlling acute malnutrition through distribution of “plumpy-nut” & food vouchers



AMURT's Solution...



We are organizing and engaging rural people as participants in a moringa movement that offers a more economical, community-based solution to malnutrition.

Health Benefits of Moringa Leaves



90 bio-available nutrients	Helps to balance pH levels
46 powerful antioxidants	Rejuvenates body at cellular level
36 anti-inflammatory compounds	Strengthens immune system
Rich in easily digestible proteins	Powerful detoxifier
Promotes energy	Anti-microbial /bacterial



Moringa and Maternal Health

- Proven to increase both the quality and quantity of breast milk
- Delivers wholesome nutrients needed for the mother's need to double her blood volume to supply oxygen to the growing baby and placenta.
- Contains all Essential Amino Acids needed for formation of the baby's brain development.

What else is special about the Moringa tree?



Grows fast * Drought tolerant * Requires minimal inputs

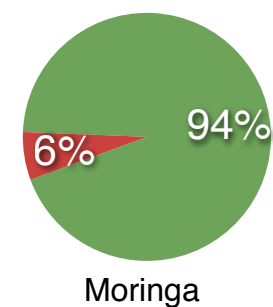
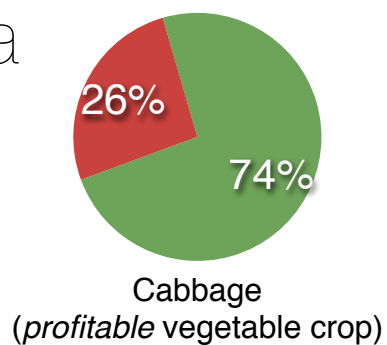


1 year old trees just after harvest



same trees 30 days later!!

Growing Moringa
is a good
value for
money
for farmers



● Inputs

● Income



Our story of how ESPRI Moringa came to be...

In addition to being lovers of green superfoods, we are yogis with a mission to help improve the quality of life for all people. Here in Burkina Faso, we've worked in the spheres of maternal health, education and agroecology since 1985. ESPRI is AMURT's social entrepreneurship program structured with the objective of developing holistic model

solutions to rural poverty. AMURT began its experience in social enterprise back in 2009 with ESPRI-Sel, a long-term initiative targeting the reduction of Iodine Deficiency Disorder (IDD) in Haiti through the introduction of innovative methods of modernized salt production to fulfill the domestic demand. ESPRI Moringa is a similar pilot initiative targeting the problem of malnutrition in Burkina Faso.

Nearly all of the pregnant women we see during our antenatal control programs in the Sahel suffer from some kind of micro-nutrient deficiency. Children here are also commonly affected by vitamin A deficiency, a general lack of protein and other nutrition-related disorders. The current, imported solutions to malnutrition in the region seemed to us, irrational. And as the link between malnutrition and poverty is undeniable, we set out to work with communities to create a social entrepreneurial approach to poverty reduction that results in more trees, healthy people and improved rural economies.

Moringa grows naturally in most regions of Burkina Faso, but people are simply not accustomed to cultivating the tree. In 2010, we started growing intensive plots of moringa at our model farm and community centre located in Bissiri village. We found that it grows fast, requires minimal inputs and produces a lot of nutritionally rich leaves. We experimented with drying and powdering leaves, which is traditionally done here with other types of leaves as a means to preserve them throughout the seasons. The powder looked and tasted great, and only a couple spoonfuls can provide a person with nearly all their daily micronutrient needs.

Since 2010, a network of farmers became inspired about moringa and planted over 25,000 trees in Bissiri village alone. We are partnering with the Fulbes Pottal Women's Association to process and package dried moringa leaves. The leaf transformation process we have created with them is hygienic, practical and low-cost.

We are now entering the
commercialization phase of this program
where we aim to:

- Reinforce groups to manage all aspects of production, processing and packaging.
 - Train & mobilize rural community health promoters/entrepreneurs in moringa product distribution.
 - Enable certification for pharmacy and clinic distribution.
 - Provide 1 year guarantee for moringa growers and processing groups in Bissiri.
 - Participate in national/regional planning bodies that are currently working on a coordinated strategy to decide on long-term solutions to chronic malnutrition.
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The Result ~

Produce 1 ton of moringa powder per year
Insert nearly \$12,000 annually into the Bissiri economy
Provide additional income to 85 individuals
Make moringa products available and affordable to
over 500 consumers per month
Prove ESPRI as a replicable model

A wise investment...

Studies show that eliminating under-nutrition in young children has multiple benefits. It can:

- Boost gross national product, in Africa and Asia, by 11%
- Improve school attainment by at least one year.
- Increase wages by 5-50%.
- Reduce poverty as well-nourished children are 33% more likely to escape poverty as adults.



a peek into
ESPRI's products...



100% moringa leaf powder & capsules * Moringa spice powder